

ABSTRACT

A heat shielding material for an agricultural and horticultural facility according to this invention includes a heat shield layer constituted of a substrate resin and a heat shield filler in the form of fine particles dispersed in the resin. The heat shield filler is at least one selected from lanthanum hexaboride and antimony-doped tin oxide, and the substrate resin is at least one selected from among resins of polyethylene, polyvinyl chloride, polyvinylidene chloride, polyvinyl alcohol, polystyrene, polypropylene, poly(ethylene-vinyl acetate) and polyester. This heat shielding material for an agricultural and horticultural facility has a visible light transmittance of 30 to 90% and a solar radiation transmittance of 10 to 80%, the visible light transmittance being larger by 10% or above than the solar radiation transmittance.